LIFE AT McCURDYS

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By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. XIV JUNE 1961 No. 4

Editor, RUTH P. OTT
Photographer, GEORGE L. WETZEL

Reporters: Florence Anderson, Theresa Cangiano, Lucy Carnevale, Lali Connolly, Clara Flynn, Pat Kanaley, Ruth Kruger, Florence Linhos, Thomas LoDato, Grace Love, Angie Madalena, Lucy Madalena, Frances Magarian, Louise Nagle, Mary O'Connor, Bobbie Puckridge, Ellen Robinson, Lotte Steamer, Mildred Turner, Catherine Wallace, Tom Wiley, Martina Zegarski.

McCurdy Employees Tops in Community Campaigns

McCurdy's of Geneva, with 188% of quota, stood second from the top in its division in the Community Chest-Red Cross drive in Geneva in May. *Jerold Foland,* Store Manager, also rolled up a good record as a division chairman.

McCurdy's Main Store employees turned in the highest average pledge of the four large department stores in the campaign in Rochester.

New Officers Named for E.M.B.A. Groups

Judith Kruger, Accounting Office, has been named vice-president of the E.M.B.A. She replaces *Frank Mann,* who has transferred to the Geneva store.

Margaret Berry is the newly elected president of the E.M.B.A. at McCurdy's of Geneva, with *Mary Taylor* as alternate. Vice-president is *Edna Border,* with *David Salisbury* as alternate.

Promotions Announced Affect Three Stores

Patricia Shoemaker, formerly Trainee in Daytime Dresses and Negligees, has been promoted to Northgate Supervisor of Accessories.

Dick Salerno, formerly Geneva Supervisor of Men's and Boys' Depts., has been promoted to Assistant Buyer of Men's Wear.

Frank Mann, formerly Assistant Receiving Manager, has been promoted to Geneva Supervisor of Men's and Boys' Wear.

McCurdy Director Leaves Bank Board Chairmanship

Raymond N. Ball has retired as board chairman and become a member of the advisory committee to the board of the Lincoln Rochester Trust Company. He will serve as chairman of this committee.

Mr. Ball serves as a director of McCurdy and Company. He is also a director of Eastman Kodak Company, Pfaudler Permutit, Inc., Rochester Telephone Corporation and the Rochester Gas and Electric Corporation. He is a trustee of the University of Rochester and the Rochester Chamber of Commerce; one of the founders and a member of the executive committee of George Eastman House, Inc. He was Rochester Community Chest president in 1947-48 and is a member of the Chest's advisory council as well as an honorary trustee of the Rochester Museum Association.

Three-Store Winners in Hosiery Contest

You see their picture on the front cover of this issue . . . the six top prize winners in McCurdy's 1961 Belle-Sharmeer hosiery contest.

Angie Font, Alterations, with 452 pairs sold, was number one. *Howard Fitzgerald,* Purchasing Agent, topped the executives' scores with 382.

Shown in the picture, from left, are: *Helen Urkfitz, Elsie Nolan, Ruth Williams, Elizabeth King, Angie Font* and *Howard Fitzgerald.*

Here's how the top individuals and teams finished:

Individuals	*Department*	*Pairs Sold*
1. Angie Font	Alterations	452
2. Elizabeth King	Millinery	409
3. Helen Urkfitz	Accounting	175
4. Elsie Nolan	Accounting	174
5. Margaret McDonell	Shoes	161
6. Frances Canepa	Drapery Workroom	123
7. Eugenia Williams	Millinery	110
8. Ida Kowalski	Alterations	108

Executives	*Department*	*Pairs Sold*
1. Howard Fitzgerald	Purchasing	382
2. Ruth Williams	Lingerie	207
3. Charles Ellis	Display	162
4. Catherine Wallace	Cafeteria	135

Team	*Department*	*% of Quota*
1. Katherine Goldschmidt	Millinery	645
2. Angie Font	Alterations	570
3. Howard Fitzgerald	Purchasing	565
4. Donald Brown	Shoes	365
5. Ruth Williams	Lingerie	310
6. Helen Urkfitz	Accounting	275
7. Elsie Nolan	Accounting	250
8. Alice Monks	Accounting	250

Northgate and Geneva had a contest of their own, with a trophy cup for the winner. Northgate won with 143% of quota. Here are the leading scores:

Team	*Store*	*% of Goal*
Patricia Shoemaker	Northgate	310
Tina Luciano	Northgate	280
Ruby Lewis	Northgate	230
Frances Schulze	Geneva	200
Pat Van Kirk	Geneva	200

Individuals	*Store*	*Pairs Sold*
Margaret Berry	Geneva	150
Jean Waite	Geneva	119
Jean Walsh	Northgate	114
Reta Butler	Northgate	102
Mary Taylor	Geneva	99
Sarah Cook	Northgate	99

Two Win McCurdy's Music Scholarships

William Fleck and Katina Palermo are being congratulated by *Gilbert G. McCurdy,* Store Manager and Executive Vice-President, in the back cover picture. They won the 1961-62 McCurdy Senior Scholarships for a year's study at the Eastman School of Music.

The awards were made at the final broadcast of the season of the McCurdy Symphony on April 25th. Mr. Fleck, bass-baritone, appeared as soloist. Miss Palermo, a soprano from Syracuse, will be soloist at the first broadcast in the fall.

Mr. Fleck attended Pennsylvania State University and Mt. Union College before coming to the Eastman School. He has appeared with the Chautauqua Opera Co., the Rochester Civic Orchestra and the Buffalo Opera Singers and is soloist at Third Presbyterian Church. Miss Palermo also has appeared in summer opera and pop concerts at Chautauqua. She is soloist at Zion-Concordia Lutheran Church.

Operating Board Greets Returning President

When *Gilbert J. C. McCurdy,* Store President, walked into his office May 10th after a trip around the world, his welcome was literally spelled out for him.

McCurdy's Operating Board was lined up to greet him, every member holding a letter of "Welcome Home."

Standing, left to right in the picture, are *Mr. McCurdy, Pete Merrill, Wesley Perine, Donald Lafler, Richard McEwen, George Suitt, Gilbert G. McCurdy, Cyril Fitch, William J. McLaughlin;* seated: *John Montanye, Milton Tatelbaum, Gordon W. McCurdy* and *Donald Brown.*

Mr. and Mrs. McCurdy girdled the globe in 49 days, traveling by jet with stops in Japan, Hong Kong, Thailand, India, Nepal, Italy and England. They returned from England to New York by boat.

E.M.B.A Plans Cook-Out

New, different, and the officers believe, appealing. That's the program scheduled for the coming year by McCurdy's E.M.B.A., all the result of replies to a questionnaire handed out to Main Store employees last month.

First innovation is scheduled for the evening of July 10th. It will be a cook-out for members and their families, open to any and all store employees. The place will be Webster Park. A nominal charge will cover the cost of meat and beverage. Transportation can be arranged for all who need it.

Only 35 out of 800 filled out and returned answers to the questionnaire, a regrettably low number according to *Cliff Beard,* E.M.B.A. president. However, the new program will carry out the wishes of the majority who voted.

Approval was put on theater parties. For details of the tie-in with the East Rochester Summer Playhouse, see the story on this page. The "Exodus" theater party in May netted the E.M.B.A. a profit of $7.05.

A plan to provide entertainment (probably movies) for children's wards in local hospitals and reading to the blind also won approval. This volunteer project will be started in the Fall.

Fashions at Rose Festival

For the second successive time, McCurdy's staged a fashion show as one of the features of the annual Rose Festival at the Jackson and Perkins Rose Gardens in Newark. This year, the event was on June 17th.

Girl Scouts (40,000 of them) had been invited from the Seven Lakes Girl Scout Council to participate in the dedication of a Girl Scout rose garden and to honor a new Girl Scout floribunda rose (bright yellow).

As tribute to the Scouts, McCurdy's included outfits for them as well as their parents in the fashion line-up.

Gail Sheehy, Fashion Co-ordinator, and Miss Pat deSernia, Fashion Director for American Girl Magazine, did the commentating.

Employees Save on Plays

McCurdy employes will receive a 10% discount on all tickets purchased at the Store for Town and Country Musicals at East Rochester this summer. Tickets will be on sale at the Transfer Desk for these plays:

"Annie Get Your Gun," June 26 to July 1
"Take Me Along," July 3 to 8
"Damn Yankees," July 10 to 15
"Finnian's Rainbow," July 17 to 22
"Kiss Me, Kate," July 24 to Aug. 5
"Li'l Abner," Aug. 7 to 12
"Vagabond King," Aug. 14 to 19
"Destry Rides Again," Aug. 21 to 26

McCurdy's devoted the Main Street windows the week of June 19th to "Fashions in the Limelight," tieing in with the theater's season.

Auditors Are Briefed Before June Inventory

McCurdy's inventory, held the evening of June 28th, was preceded by a number of meetings of employees to assure smooth functioning of this well-organized semi-annual event.

Typical was this briefing of auditors for Street Floor departments the morning of June 14th. *Lewis Stark*, Downstairs Floor Superintendent, and *Edward Blake*, Accounting Office, as chief auditors, are reviewing procedure. Shown clockwise from left are: *Lillian Brown, Jane Strachan, Theresa Ranches, Mr. Stark, Joe DeMariano, Mildred Peters, Eleanor Miller, Mr. Blake.*

Eleven . . . Count 'Em . . . In One Chair

Here's the biggest upholstered chair in the world!

It's the chair you may have seen on the Jack Paar TV show recently. Standing eight feet high and six feet wide, it's built to scale exactly like a normal size chair.

Made by Crestline, manufacturers of fine furniture, the chair has proved to be a good publicity gimmick. McCurdy's of Geneva displayed it in May, tied it in with the local Community Chest campaign, and landed pictures in the Geneva, Rochester and Syracuse newspapers. You see one of them above.

Eleven from the staff in McCurdy's of Geneva managed to snuggle aboard. Back row, from left, are: *Emma Gillam, Edith Gillam, Nellie Pontius, Pat Van Kirk, Frances Schulze, Antoinette Edgar* and *Dorothy Bruno.* Front row, from left: *Mary O'Connor, Mary Ellen Remas, Cora Woodhouse* and *Rosalyn Miano.*

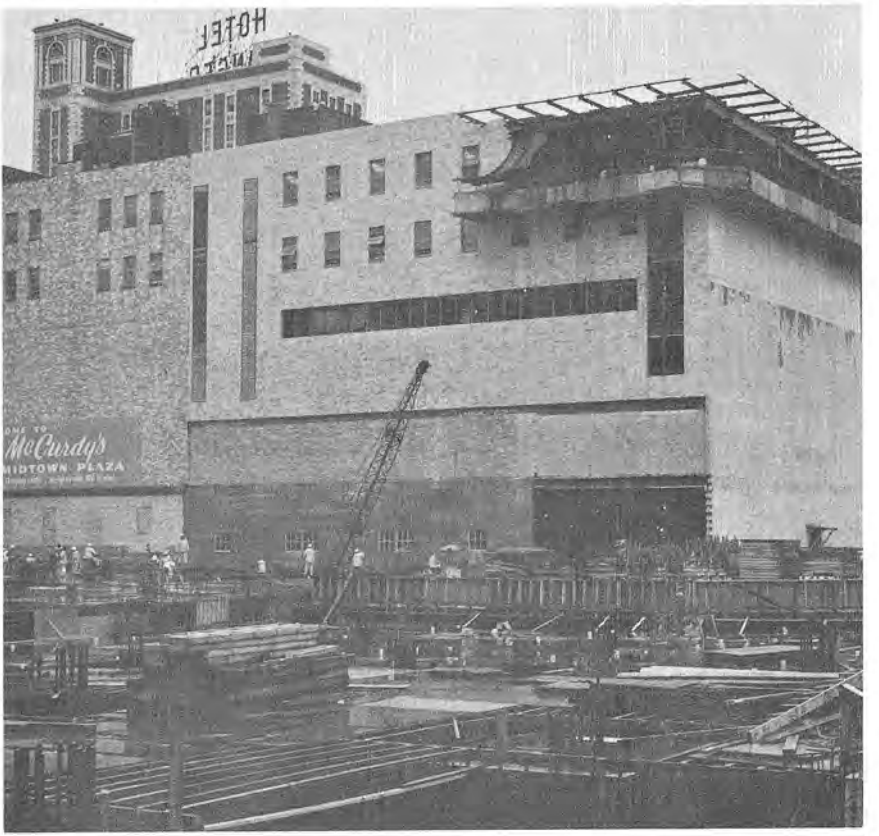
Transferred to Northgate, the chair drew plenty of attention again. The "Greater Greece Press" ran a picture of seven young ladies from that store in a front page picture May 25th.

Corsets and Cosmetics, Bras and Beauty

"Controlled excitement" in the jargon of retailing, refers to special promotions such as the two illustrated above. In the top picture, Marvin Barnes, sales representative of Exquisite Form bras and Silfskin girdles, is explaining a contest conducted in June in McCurdy's three stores. Top prize for the lucky customer: a trip to Puerto Rico.

The lower picture was taken during McCurdy's June promotion of Helena Rubinstein's new beauty idea, "Make up to your hair color." With *LeGrand Kirk,* Assistant Buyer in charge of Cosmetics (left), are Rubinstein representatives: Charles Zell of Zurich, Mrs. Jacqueline Starkman, Jean-Louis Capedeville of Paris, Marye Torzian and Wayne Hutchinson, who demonstrated the new idea. The European gentlemen were on hand to see how it was done in an American department store.

McCurdy's and Midtown . . . Going Up Fast



The addition to McCurdy's Main Store looked like this when George Wetzel, LIFE AT McCURDY'S photographer, snapped the picture above on June 14th.

You can see the progress on Midtown Plaza in the foreground. The Rochester Telephone Company's new building will be immediately adjacent to McCurdy's on the right.

Have you seen the American flag flying atop the mass of steel that will become Midtown Towers? (It's not in this picture.) The flag was hoisted during a "topping off" ceremony when the highest steel was put in place about the first of June.

A portion of the sixth floor in McCurdy's addition is already occupied. The Display Department moved in several weeks ago, and Toy Dept. stock is now there. All this was necessitated by removal of the old Siebert Building.

Off To See New York

Shown far right is Nancy Taber, 4H Club member from Spencerport, who had a three-day trip to New York in May sponsored by McCurdy's.

The three others are club members from Monroe County who had trip expenses paid by Sibley's, Edwards and Penney's. All were awarded for excellence in home making and leadership. Their trip included visits to Good Housekeeping Institute, a boat ride around Manhattan Island, and a tour of the Empire State Building.

Saves Suits for Store

Frank Mann, Supervisor at McCurdy's of Geneva, noticed a man leaving the store with three suits over his arm, one Thursday afternoon in May.

He called police, who caught the man and two companions. Search of their car revealed, among other items, the three McCurdy suits.

Wetzel Jets to Europe

George Wetzel, LIFE AT MCCURDY'S photographer, is flying by jet to Frankfurt, Germany, July 4th. With his wife and son, David, he will meet his first grandson, Scott, born February 12th. The baby's father is stationed with the Army in Germany.

Mr. Wetzel, who was a captain with the 90th Infantry Division during World War II, plans to pick up a car he has ordered in Paris and take movies of the route he covered with the Third Army under General Patton, from Normandy into Czechoslovakia.

Promote Colossal Values

What the value-conscious male will buy was displayed by these three gentlemen from Northgate preceding McCurdy's Sixty Colossal Values promotion in April. From left: *Dave Andrews,* Men's and Boys' Dept., has golfing equipment; *Everett Conley,* Shoe Supervisor, and *Irwin Kaltenbacher,* Men's and Boys' Supervisor, are wearing colossal values from the Men's Dept.

Party and Shower for the Bridegroom

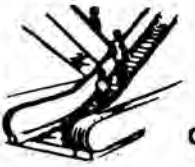
It was a party in honor of the bridegroom when the Coat, Suit, Fur and Boys' Departments held a dinner for *John Rider,* Selling Assistant in Coats and Suits, at Lorenzo's June 14th.

John is being married to Anne Les Veaux July 1st in Middleport.

About thirty were at the dinner and shower, and George Wetzel was on hand to take the pictures shown above.

In the lower picture, John is receiving presents from *Claribel MacDonald,* Coats (at left) and *Lucille Kaye,* Boy Scout Shop.

Up and Down the Escalator



A WORD FROM THIRD

by Lali Connolly

June Chivaroli, Girl Scout Dept., and her daughter, Linda, are flying to Hawaii in July with June's parents, Mr. and Mrs. Charles Humbert of Whittier, Calif.

Barbara Scott, Girl Scout Dept., who was graduated from West High School this month, won a National Honor Society medal and the Masonic Scholarship to Buffalo University.

Delores Silvio, daughter of *Rose Mancuso,* Corsets, was graduated from State University College of Education in Brockport this month.

Martin Goldstein, son of *Pearl Goldstein,* Girls' Shop, has completed a two-year course at Alfred University.

Marilyn Gibaud, granddaughter of *Lillian Gibaud,* Girls' Shop, was graduated this month from Olympia High and received a scholarship to State University Teachers' College in Geneseo.

Sylvia Hollander, Girls' Shop, reports son, Jeff, received his Master's Degree in Music from the U. of R. and daughter, Joyce, who has completed two years at Cornell, is working with Careers in Social Service in Rochester for the summer.

Lillian Long, Corsets, vacationed at Saranac Lake.

Third Floor welcomes these newcomers: *Cindy Bullock, Pat Pearson* and *Jo Guzzeta* in Daytime Dresses; *Mary Lou Feltner,* Robe Desk; *Dorothy Hart,* Fabrics; *Warren Ross,* Boys' Shop; *Louise Coe,* Sewing Machines.

GENEVA JOTTINGS

by Jack Flood

Louis R. Bruno, husband of *Dorothy Bruno,* Sportswear Supervisor, has been awarded a General Electric fellowship to do research at Syracuse University this summer.

Lucy Carnevale, Shoe Dept., is recovering from an operation.

Emma Gillam, Lingerie, was voted "Mother of the Year" at Keuka College. Her daughter, Judy, was graduated June 11th. Her younger daughter, Kathy, was graduated from Clifton Springs Central School June 24th.

Laura Wilkin, Boys' Shop, is visiting her daughter in the state of Washington.

Alice B. Hill, Hosiery and Gloves, spent ten days in Texas.

BEAUTY STUDIO DOINGS

by Thomas LoDato

Welcome to two new operators: *Viola Harris* and *Joanne Penecola.*

Esther Sherman, Camilla Atkinson and *Maxine Latham* are back from vacations in Florida.

Helen Brent vacationed in Virginia.

Margaret Masters is recuperating from a broken ankle.

Florence Peterson left June 25th for a trip to Europe with her daughter and son-in-law, returning in August.

Carol Westfield, daughter of *Flora Westfield,* was graduated from State University at Buffalo and will teach in the Greece Central School system.

Up and Down the Escalator

ALTERATION NOTES

by Ellen Robinson

Angie Font went to New York with her husband during her vacation this month.

Irene Westerman took a vacation trip to Pennsylvania.

Theresa De Vincentus reports a new granddaughter, her fifth grandchild.

Bruce Hejzler, son of *Maria Hejzler*, was graduated from the Eastman School of Music Preparatory Department in June and enters the Ithaca Conservatory of Music this fall. He is a pianist.

ADVERTISING and DISPLAY

by Florence Linhos

Grace O'Sullivan is at home recuperating from a recent operation.

Two former members have been filling in on the copy staff: *Harriet Munsch* and *Barbara Foehner*.

Audrey Barrett and *Vanessa Smith* are recent additions to the art department.

Howard Werner, Advertising Manager, and his family vacationed with relatives on Long Island in May.

William J. McLaughlin, Sales Promotion Manager, and his wife plan two weeks in New England starting June 24th.

Arlene Smith and her husband spent several days in Detroit the week of June 5th.

Display Dept. welcomes newcomer *Bill Hall*.

TEA ROOM TID-BITS

by Lotte Steamer

John Fahy, son of *Mary Fahy*, was graduated June 3rd from St. John Fisher College and was married a week later to Patricia Cahill.

Edith Schipper and her husband spent a week of vacation in Atlantic City.

William Avery, son of *Katherine Avery*, was married to Cynthia McBride on June 3rd.

We are happy at the return of *Donald Frith* after a month's illness.

SECOND STORIES

by Angie Madalena

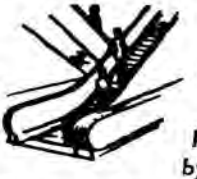
Ruth Herr, Fur Buyer, is back from her vacation that included a trip to Washington, D.C.

We wish a speedy recovery to *Addie Vannicola*, Junior Dress Buyer, who has been in Northside Hospital.

Dawn Harris, Buyer's Assistant in Junior Dresses, was an honor attendant at the wedding of Sharon Camp to Ensign Raymond Cama in Pensacola, Florida, June 17th.

Kennard-Geisler

Dolores Geisler, Accounting Office, was married to James Kennard on June 10th. The ceremony at Sacred Heart Cathedral was followed by a reception at Valley Echo. The couple spent their honeymoon at Martha's Vineyard.

Up and Down  the Escalator

OUT NORTHGATE WAY

by Martina Zegarski

Neal Miller, son of *Edward Miller,* Store Manager, won honorable mention and $15.00 in the Eastman Kodak national snapshot contest, adding to his string of previous awards. He was graduated from Harley School this month and will go to Carleton College, his father's alma mater, this fall.

Alice Minard, Men's and Boys' Dept., celebrated her forty-fifth wedding anniversary on May 4th.

Lucy Neff, Lingerie, motored to Florida on her vacation.

Ruth Cason, Shoes, and her husband had a party at the Ira Jacobson Post to celebrate their twenty-fifth wedding anniversary.

Ruth Sowle, Jewelry, vacationed in Oklahoma, visiting her husband's parents.

Irwin Kaltenbacher, Men's andBoys' Supervisor, went to New York on his vacation.

Winnie Perkins, Credit Desk, paid a recent visit to her grandson who was hospitalized in Pennsylvania.

Inez Heberger, Blouses, attended the graduation of her daughter, Norma, from D'Youville College on June 4th.

Shirley Mathews, Credit Desk, has a new granddaughter.

Mildred Dettman visited her son in New York recently.

Ella Behnke, Corset and Lingerie Supervisor, entertained her staff at a stork shower honoring *Marilyn Fose,* who resigned this month.

MAIN STREETER

by Theresa Cangiano

We wish speedy recoveries to *Margaret Tillman,* Handbags, and *Frances Fender,* Neckwear.

Welcome to *Barbara Taylor,* new Selling Assistant in Budget Sportswear.

Phyllis Marzluff, Jewelry, spent Memorial Day week-end with her son and family in Stamford, Conn.

DOWNSTAIRS STORE

by Clara Flynn

Welcome to *Roy Bauer* in Shoes and *Angie DiPasquale* in Accessories.

Alice Ayres, Dresses, is resigning July 1st, planning to stay at home.

Ada Harrington, Coats and Suits, was injured recently in an accident.

Two Downstairs Store buyers are now home recuperating from recent operations. They are *Sally Salois,* Corset Buyer, and *Clete Hartman,* Rug Buyer.

IDA HEIL

Ida Heil, who had been in McCurdy's Alterations Dept. for ten years prior to her retirement in 1958, died May 30th. She had been a devoted worker for many years in St. Margaret Mary parish, and had earned the friendship, affection and gratitude of many for the time and help she gave so freely. She is survived by three daughters and ten grandchildren.

THANKS TO THE E.M.B.A.

I want to thank all my friends at McCurdy's for the nice things you did for me when I retired. You have made me so happy with the lovely watch and I think of you all as I wear it, and recall all of our pleasant hours together at McCurdy's.

Sally Kane

Thank you for your thoughtful kindness.

The Family of Mary Lambke

Your kind expression of sympathy is deeply appreciated by the family of

Margaret L. Price

To thank you for your kind sympathy and your beautiful flowers.

Margaret Fox and Arlene Sharkey

I would like to thank all my McCurdy friends for the beautiful and comforting sympathy cards.

Elsa Ades

Your kind expression of sympathy will be held in grateful remembrance.

Mr. and Mrs. Walter Williams

I want to thank the E.M.B.A. for the beautiful plant, and all the people who sent cards and remembered me during my illness.

John Reimer

The family of Charles Meagher acknowledges your kind expression of sympathy.

Regina Lucia

Thanks to my good friends for their thoughtfulness during my illness.

Loretta Kuhn

Acknowledging with grateful appreciation your thoughtfulness and sympathy at the death of my husband.

Louise Neidhardt

Many thanks to the E.M.B.A. for the lovely flowers and cards received during my illness.

Shirley Mathews

FROM THE MAILBAG

Dear Mr. Anthony:

The members of the Larch Twig of Spencerport wish to thank you for the fine hair style show. Your many different styles and hair cuts made a most enjoyable evening for us.

Sincerely,

Doris Kepler, Secretary

Blood Bank Donors

Nine McCurdy Main Store employees signed to contribute to the Red Cross Blood Bank on May 24th, a date specifically designated for this group.

They were *John Kewley,* Bakery; *Rose Nardone,* Downstairs Curtains; *Lee DeClementi,* Downstairs Children's; *Frieda Hofstetter,* Alterations; *Roy Bauer,* Downstairs Shoes; *Dick Salerno,* Men's Shop; *Charles Des Jardens,* Downstairs Draperies; *Robert Nelson* and *Gerard Lockner,* Accounting Office.